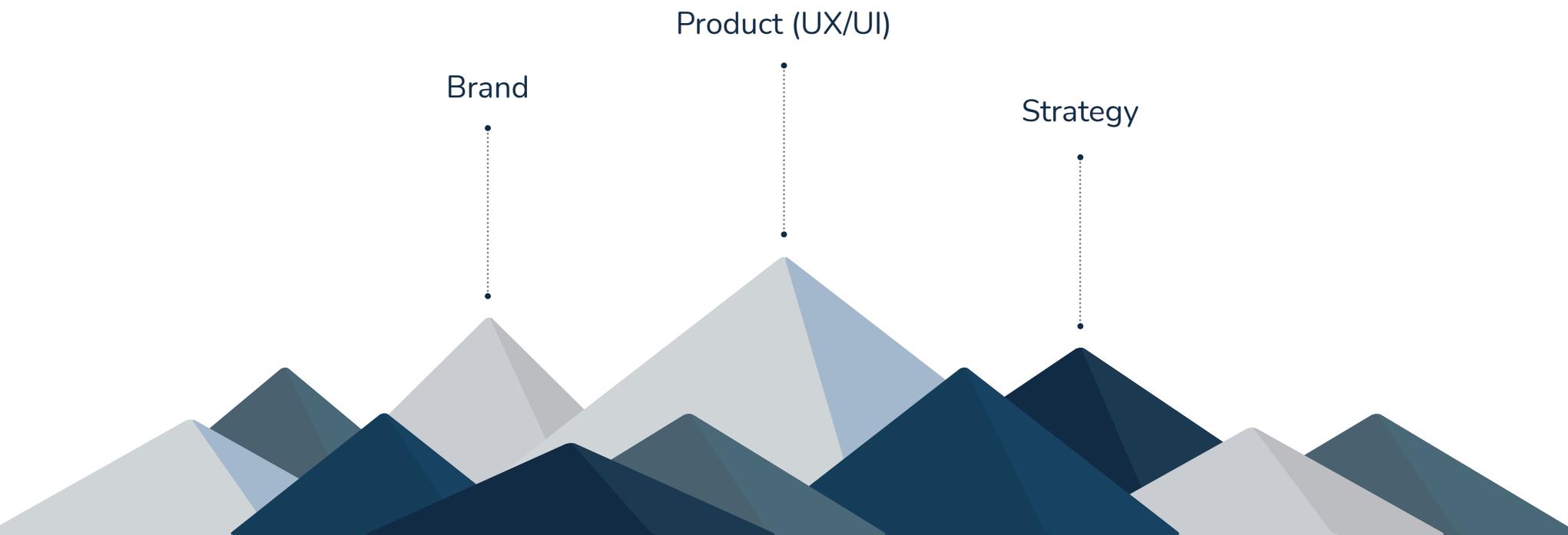
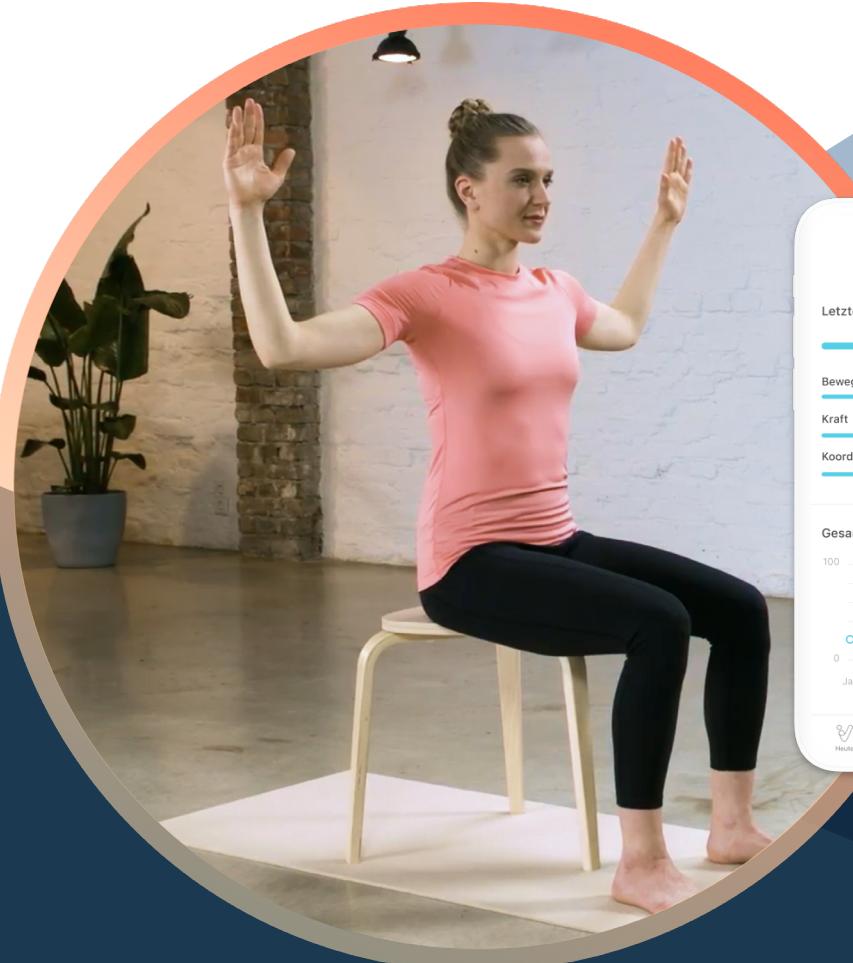


# Selected Work





# Vivira Health Lab Product Design

The Vivira App provides personalized therapeutic training for patients with musculoskeletal disorders. My contribution focuses on transforming patient, doctors and business needs into design solutions supported by qualitative research and data.

Year 2022 . Location Berlin, Germany . Software Figma, Principle, Adobe CC, . Role Product Design UX/UI

## Buttons iOS

### Primary

Active



Non-active



### Secondary

Active



Non-active



### Disruptive Actions



### Checkboxes

Check



### Radio button



Uncheck



Selected



Disabled



Unselected



Disabled



## Inputs

### Main

#### Default



#### Focused



#### Filled



#### Error



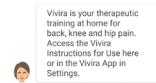
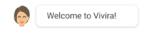
### Secondary



## Icons



## Components



One-legged Plank

3 x 10 reps



37

38

39

40

41

42

43

Submit



Arthrose

z.B. Entzündung, Verkürzung

Monday, 1/13/2019

Training Session

Done: 3/4

>

M T W T F S S

< 5 6 7 8 9 10 11 12 >

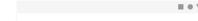


Movement Test

Test your mobility, strength, and coordination every month

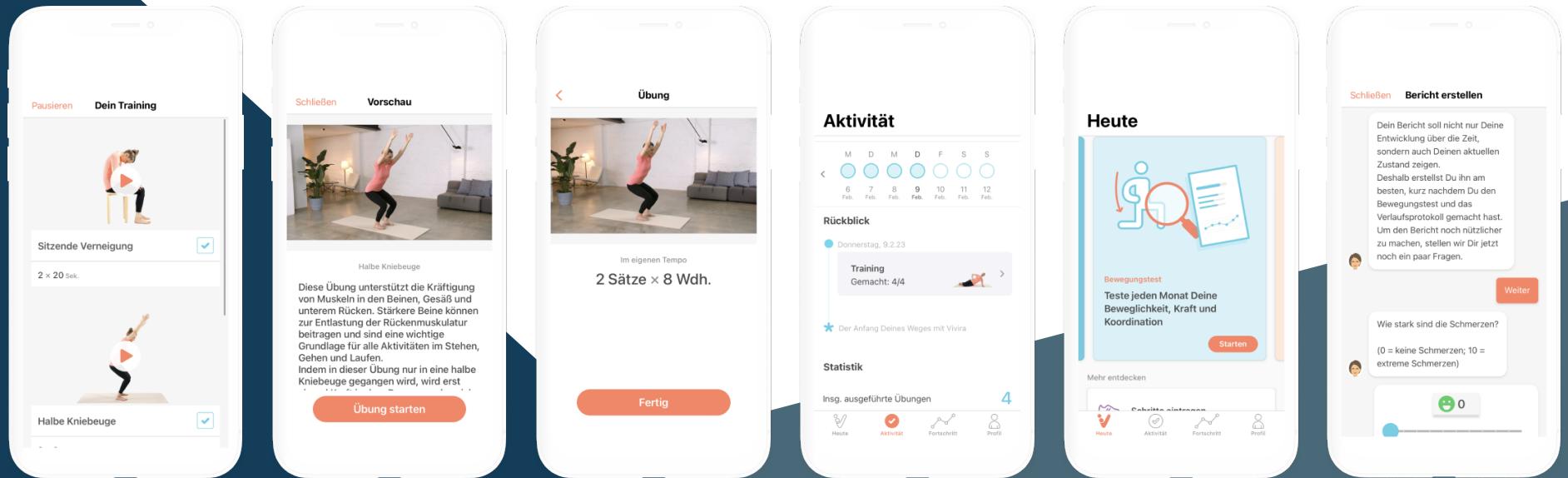
Start

## Bars

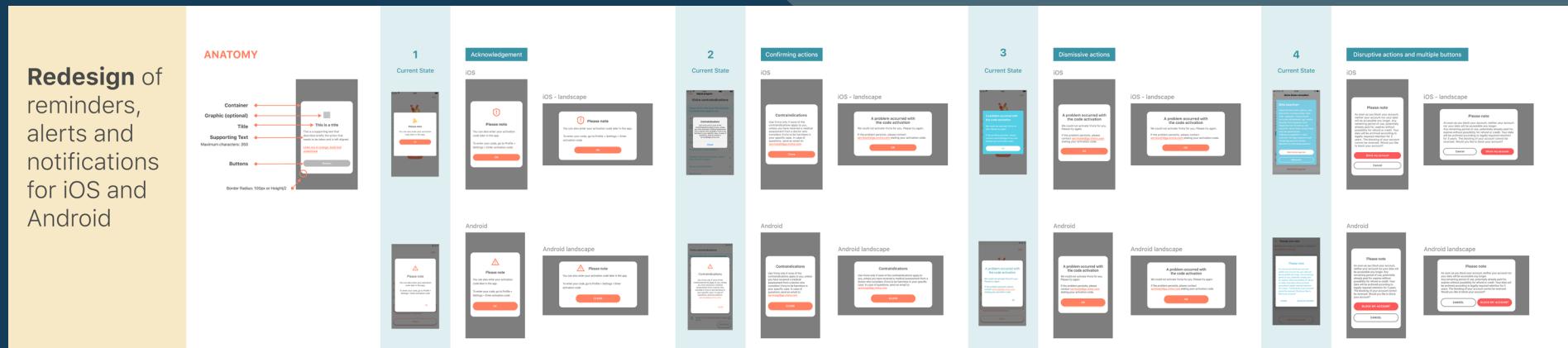


Welcome to Vivira!





Excercises Screenflow



Redesign of alert dialogues

Your digital ID.  
Safe and easy to  
use everywhere

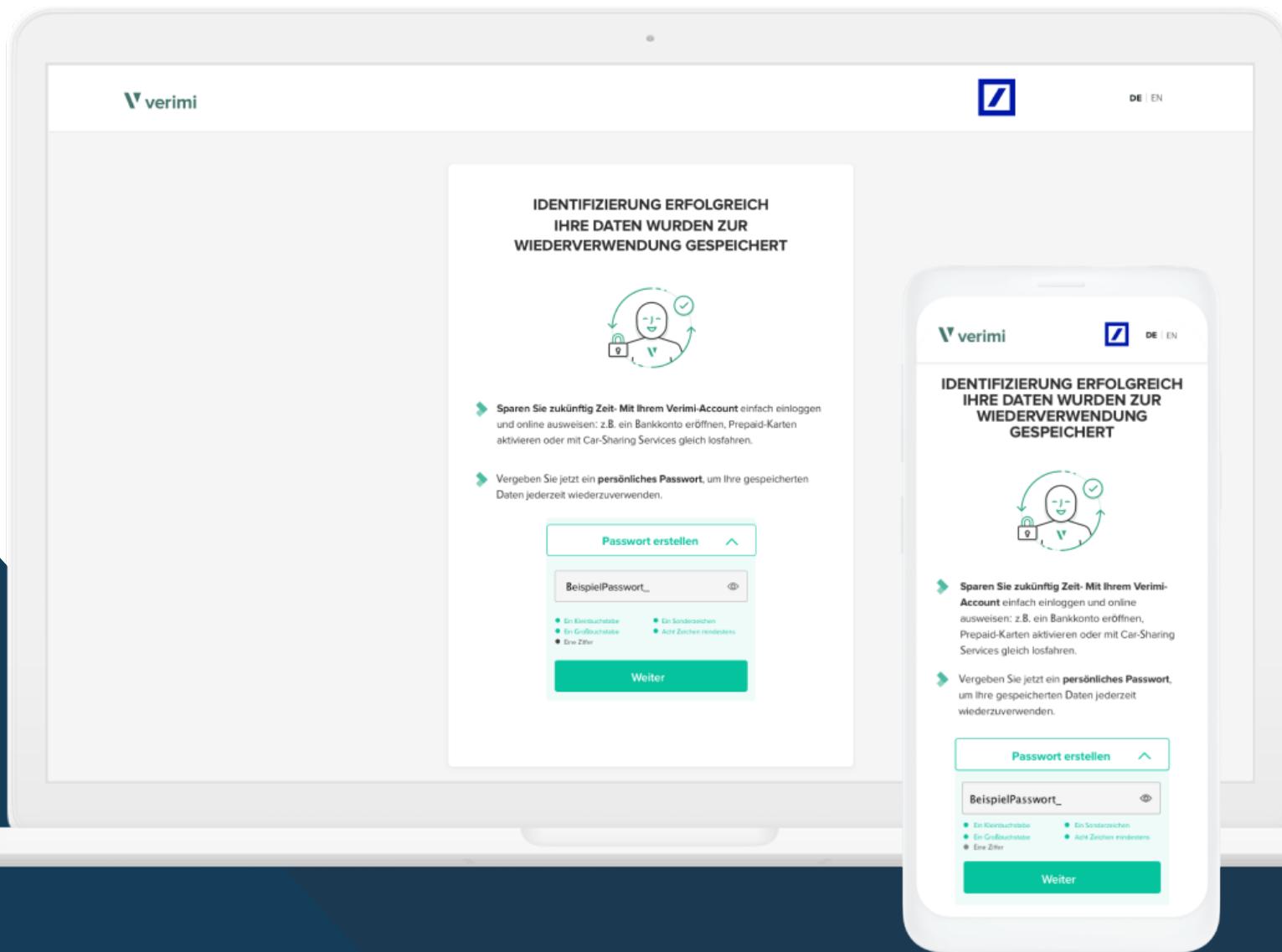
 Login with Verimi

verimi.de

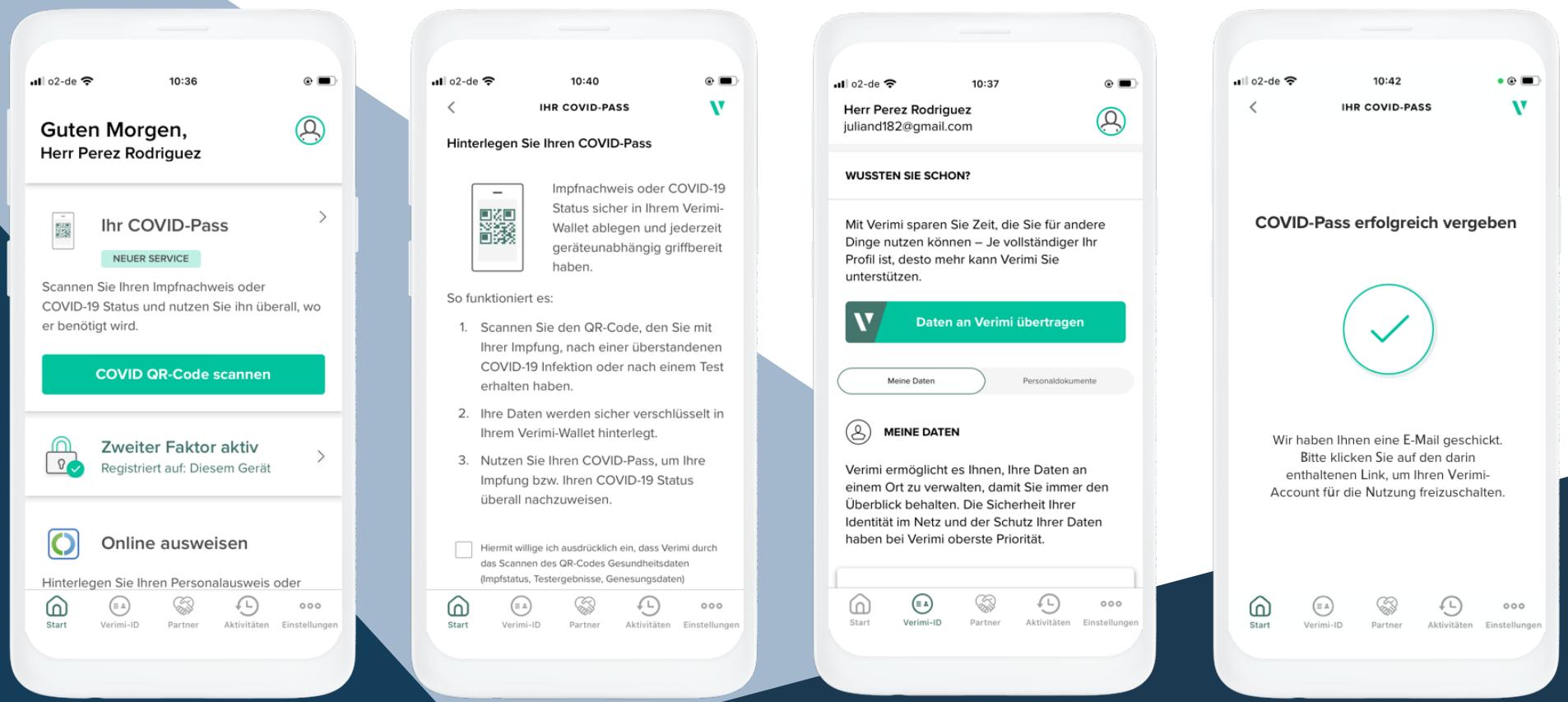
Verimi  
UX / UI - Brand

Verimi develops **solutions for the digital identity management** of the future. My contribution was focused on designing web and mobile products to be integrated into e-commerce, mobility, healthcare and financial services.

Years 2019 - 2021 . Location Berlin, Germany . Software Figma, Sketch, Adobe CC, Notion . Role UX/UI & Brand Designer



Screenshots of a **B2B in-line flow** that enables users to safely store, and re-use personal data.



Verimi **COVID-PASS** feature.



**verimi**

**IKEA** DE | EN



### ZAHLUNGSGEDECKT

#### ZAHLUNGSGEDECKT

Konto DEXX XXXX XXXX XXXX XXXX 00

Rechnungssatz Frau Erika Mustermann  
Oranienstrasse 91, 10969, Berlin, Deutschland

Liefersatz Frau Erika Mustermann  
Oranienstrasse 91, 10969, Berlin, Deutschland

Verwendungszweck Lorem ipsum dolor sit amet, consectetur.

Zahlungsempfänger IKEA

Betrag 91,59 EUR

[Abbrechen](#) [Weiter](#)

**verimi**

**IKEA** DE | EN

**KONTODATEN HINZUGEFÜGT**  
Die folgenden Kontodaten wurden übertragen:

Name	IBAN
Commerzbank	DE67 9009 0042 4677 8383 00
BIC	Gläubiger-Identifikationsnummer
DEMOD01	VD5035
Mandatsreferenz	Datum
Lörem ipsum	22.11.219

Bei Klick auf "Weiter", ermächtigt die Verimi GmbH, Zahlungen von meinem Konto nach dem Abschluss der Transaktion zu überführen. Ich erkläre hiermit ausdrücklich an, die von der Verimi GmbH auf mein Konto gezogenen Lastschriften einzulösen.

Hinweis: Ich kann innerhalb von acht Wochen, beginnend mit dem Belehrzeitpunkt, die Erstattung des belasteten Betrages verlangen. Es gelten dabei die mit meinem Kreditinstitut vereinbarten Bedingungen.

[Abbrechen](#) [Weiter](#)

**verimi**

**IKEA** DE | EN

**KONTODATEN HINZUGEFÜGT**



SICHERE VERBINDUNG ZU IHRER BANK WIRD HERSTELLE...

Zur Verbindung gehen wir gerade Ihre IBAN, BIC und Ihren Namen ins Geheimen! Bitte müssen Sie den Vorgang mit Ihrem 2 Factor bestätigen. Dieser Vorgang kann wenige Minuten dauern. Bitte schließen Sie das Browser-Fenster nicht.

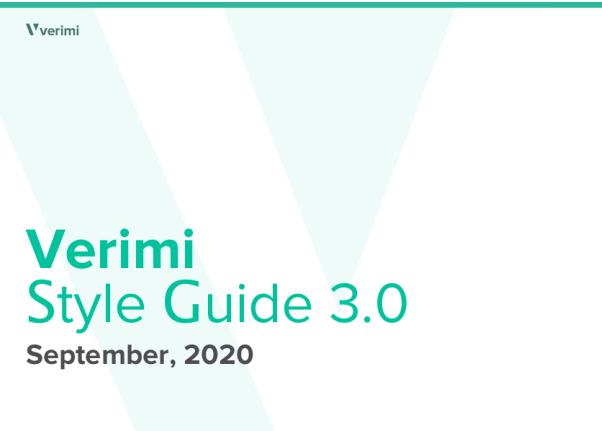
**verimi**

EINFACH SICHER BEZAHLEN

< Ihre Daten sind bei uns sicher verschützt und Sie müssen sie nicht jedes Mal neu eingeben. Zahlen Sie von nun an online mit Ihrem Verimi Pay Passwort. >



Verimi payment service integrated with IKEA.



**Verimi**

**Style Guide 3.0**

## Logo | Anatomy

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best and reflects our values.

The Verimi logo is the combination of a straight and clear wordmark with the icon.

**ICON** **WORDMARK**

**Verimi**

**Style Guide 3.0**

## Icon Library

This collection of icons is designed to support your content with visual cues. They also facilitate the understanding of our products, processes and services.

**Verimi**

**Style Guide 3.0**

## Primary Color Palette

**SOLID**

Dark Green #41756C RGB: 65, 117, 108	Action Green #00c23d RGB: 0, 194, 67	Light Green #AEF3E7 RGB: 17, 241, 231	Black #000000 RGB: 0, 0, 0	White #FFFFFF RGB: 255, 255, 255
--	--	---	----------------------------------	--

**TONES**

#797979 RGB: 113, 151, 144	#40D2B6 RGB: 64, 210, 182	#FC3DF0 RGB: 195, 253, 246	#4D4D4D RGB: 77, 77, 77
#A8A8A8 RGB: 161, 186, 181	#71ECEC RGB: 127, 224, 206	#D7D9F9 RGB: 216, 218, 245	#909090 RGB: 128, 128, 128
#D0DCDA RGB: 208, 220, 218	#B7F0E6 RGB: 91, 240, 230	#EBFEFA RGB: 235, 254, 250	#BFBFBF RGB: 191, 191, 191

**Verimi**

**Style Guide 3.0**

## Primary Typefaces | Open Sans

**SECONDARY | OPEN SANS**

**Bold**

We not only take the protection of your digital identity seriously, we are revolutionizing it. Our friends at Allianz, BremenLeben and Deutsche Bahn are with Verimi you stay on top of where you use your data. We do not share your data without your explicit consent. Your data are not shared for advertising purposes at any time. You keep control of your data.

**Semibold**

We not only take the protection of your digital identity seriously, we are revolutionizing it. Our friends at Allianz, BremenLeben and Deutsche Bahn are with Verimi you stay on top of where you use your data. No one can access your data without your explicit consent. Your data are not shared for advertising purposes at any time. You keep control of your data.

**Regular**

We not only take the protection of your digital identity seriously, we are revolutionizing it. Our friends at Allianz, BremenLeben and Deutsche Bahn are with Verimi you stay on top of where you use your data. No one can access your data without your explicit consent. Your data are not shared for advertising purposes at any time. You keep control of your data.

**Verimi**

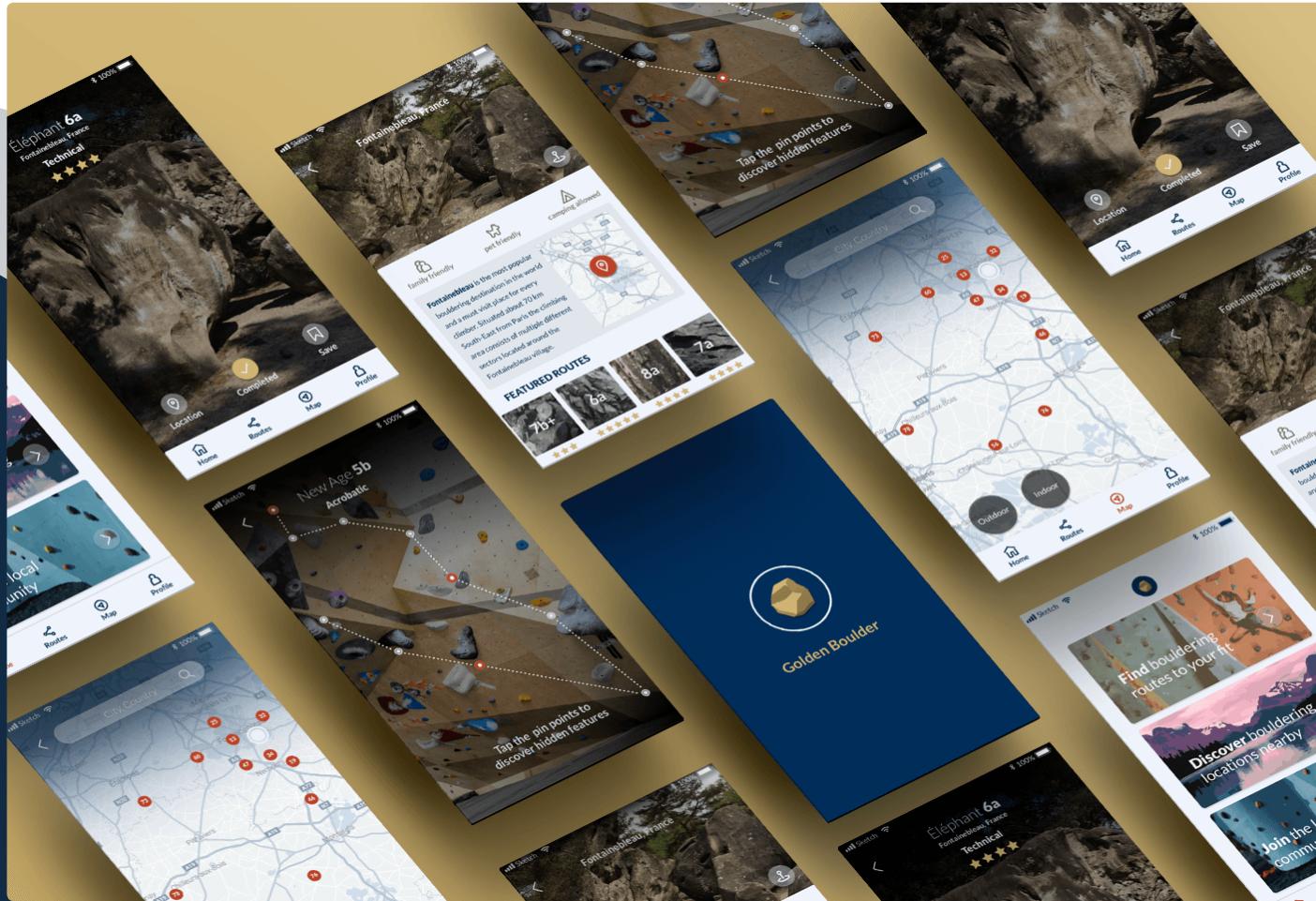
**Style Guide 3.0**

## Imagery - Moodboard

**What happens at Verimi stays at Verimi.**

The imagery of Verimi should reflect a fresh, non-staged and natural settings. Consider showing people of diverse backgrounds and expressing positive emotions.

Design of a **Styleguide** to unify the visual language across multi-channel experiences.



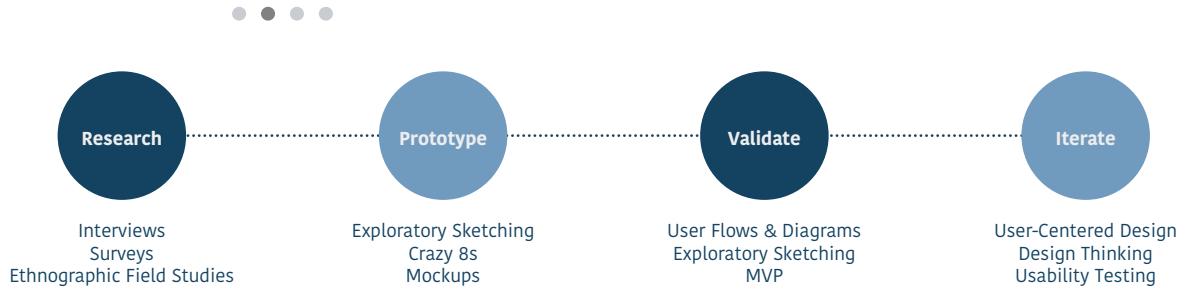
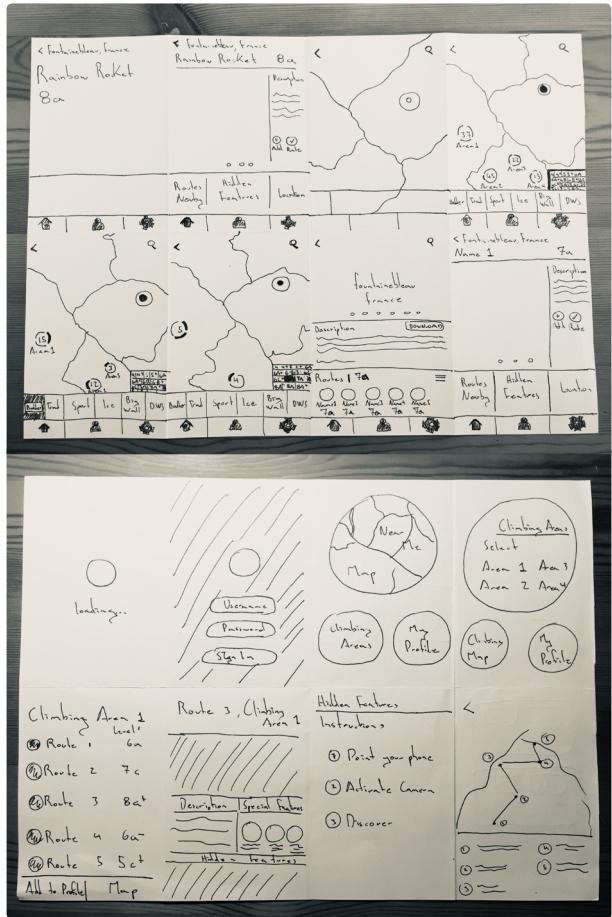
# Golden Boulder

## UX / UI / AR Concept

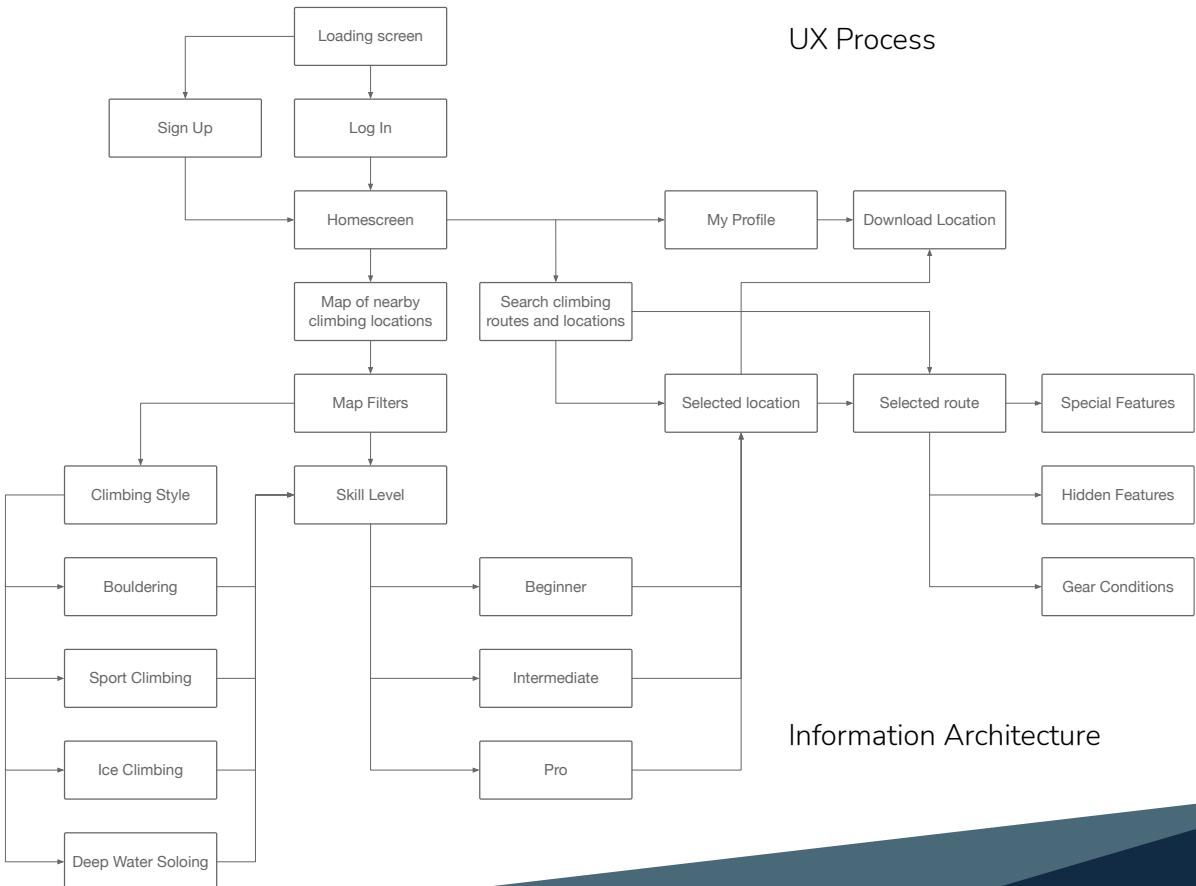
Golden Boulder is a position-based application, that enables climbers to find outdoor and indoor locations. Hidden parts of the routes are made visible with Mixed Reality. I created the concept, and crafted the complete user experience, based on user testing.

Personal Project at **CareerFoundry** . Year **2019** . Location **Berlin, Germany** . Role **UX/UI** . Software **Sketch, Figma, InVision**

## Initial Sketches



## UX Process



Information Architecture



## Daniel

Age: 31 years old  
Job: Landscape Architect  
Status: Single  
Location: Toulouse, France

**assertive** **nonconformist** **achiever**

### Bio

From skateboarding in his teenage years to playing guitar at punk rock band, Alex is constantly looking for new identities and activities. As a landscape architect, he developed an eye for detail and a structured mindset. This is reflected in his climbing. He enjoys regular trips in the openness of nature and goes bouldering because it is a good way to stay active and be disconnected from the urban environment. For him, the most exciting thing is touching rock for the first time.

### Motivation

"I would like to discover routes with personality. To connect with the character of the route instead of having complete information about specific moves. Nature has emotions and I want to experience a bond when climbing. If the route has a funny or a dramatic description, I would definitely go for it!"

### Goals

- Learn more about the use of climbing gear
- Drive as much as possible with his new van
- Discover training tips to upgrade his skills

### Personality

Feeling	Thinking
Outgoing	Reserved
Calm	Agitated
Cautious	Reckless
Digital	Analog

### Frustrations

- Suffers from shoulder pain
- Wants to track his progress but doesn't know how
- Weather is constantly bad for his chosen locations

### Brands

- Urban Sports Club
- Runtastic
- Strava
- The North Face



## Isabel

Age: 24 years old  
Job: Online Marketing Strategist  
Status: Single  
Location: Madrid, Spain

**audacious** **resourceful** **eccentric**

### Bio

Isabel discovered climbing through films, books, and magazines. During a long time, she was obsessed with mountain literature and especially the book: *The Call of the Wild* from Jack London. For her, climbing is an introspective sport and a personal journey to discover her limits. She always tries to find connections between technology and nature. A gadget connoisseur, she always gives his friends input about the best climbing shoes, the most comfortable harness, the most reliable rope, and the lightest carabiners.

### Motivation

"In my home country there is not a climbing culture but I was always intrigued by the adventures in the wild. I found a connection with nature at home with books and films. Now that I moved to the south of Spain, I am quite active outdoors. I believe that nature can be enjoyed digitally and that's why I try to learn as much as I can from content online".

### Goals

- Be more flexible
- Create her own training routines
- Travel the world

### Personality

Feeling	Thinking
Outgoing	Reserved
Calm	Agitated
Cautious	Reckless
Digital	Analog

### Frustrations

- Hasn't found a reliable partner
- It's difficult to decide on climbing or writing
- Not enough money to live only from climbing

### Brands

- Canon
- Adidas
- Garmin
- My climb
- LaSportiva



## Marcus

Age: 34 years old  
Job: Teacher  
Status: Married  
Location: Stuttgart, Germany

**conscious** **balanced** **focused**

### Bio

Marcus discovered climbing thanks to his wife. She is a yoga teacher and many of her students recommended it. He enjoys the fact that with his body, he is able to solve problems which require creativity as well as physical and mental strength. He likes thinking and spending a long time resolving a route. A closeness with nature and a spiritual connection is important. For these reasons, he wants to have information about the environment, the type of rock, plant/animal species and overall sustainable tips to reduce human impact on the climbing grounds.

### Motivation

"I want to live a balanced life and constantly improve my relationships with people and the environment. For me is climbing is a nice way to approach nature, discipline, and technique. I don't want to climb hard but better. Not to risk but rather be in control of the situation".

### Goals

- Safety and technical challenges
- Practice a sustainable climbing
- Teach his children how to climb

### Personality

Feeling	Thinking
Outgoing	Reserved
Calm	Agitated
Cautious	Reckless
Digital	Analog

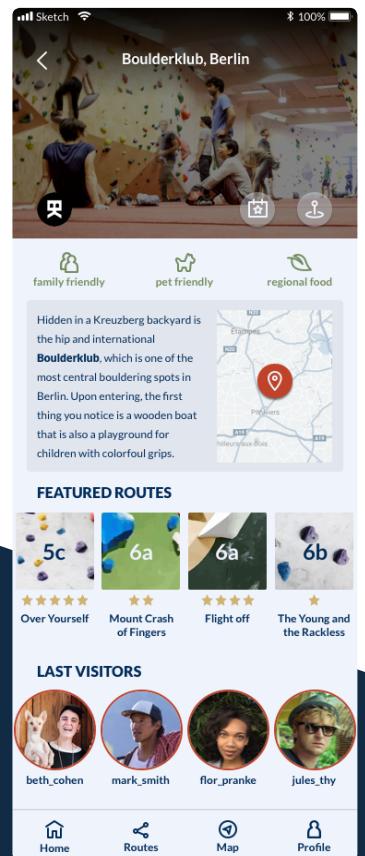
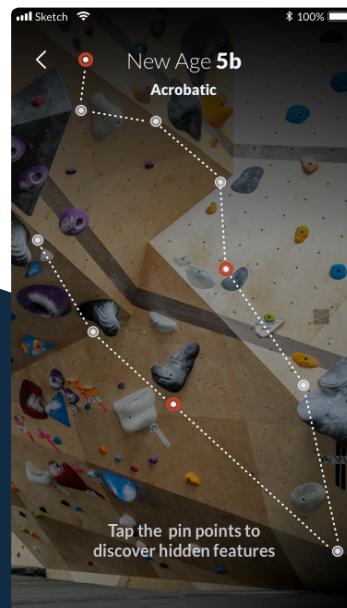
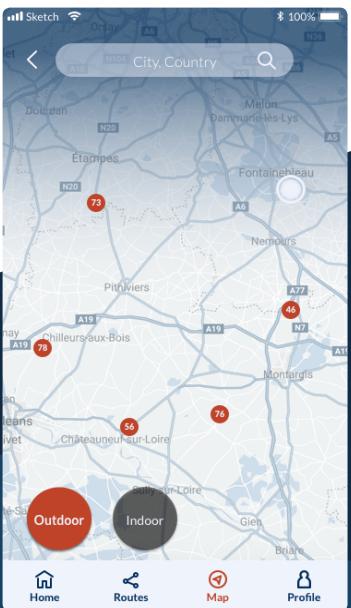
### Frustrations

- Sometimes he thinks is too risky
- False information about the status of a route
- Too much thinking and giving up easily on a route

### Brands

- Patagonia
- Black Diamond
- Daily Dozen
- Evolv

Personas created after conducting **user research**.



Screenflow that showcases the process of **finding an indoor route and the discovery of hidden features**.



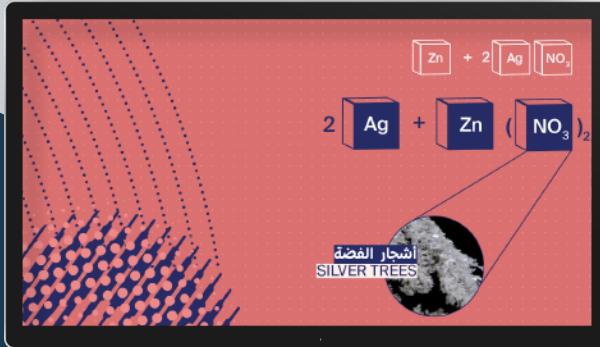
# Nobel Museum UI & Exhibition Graphics

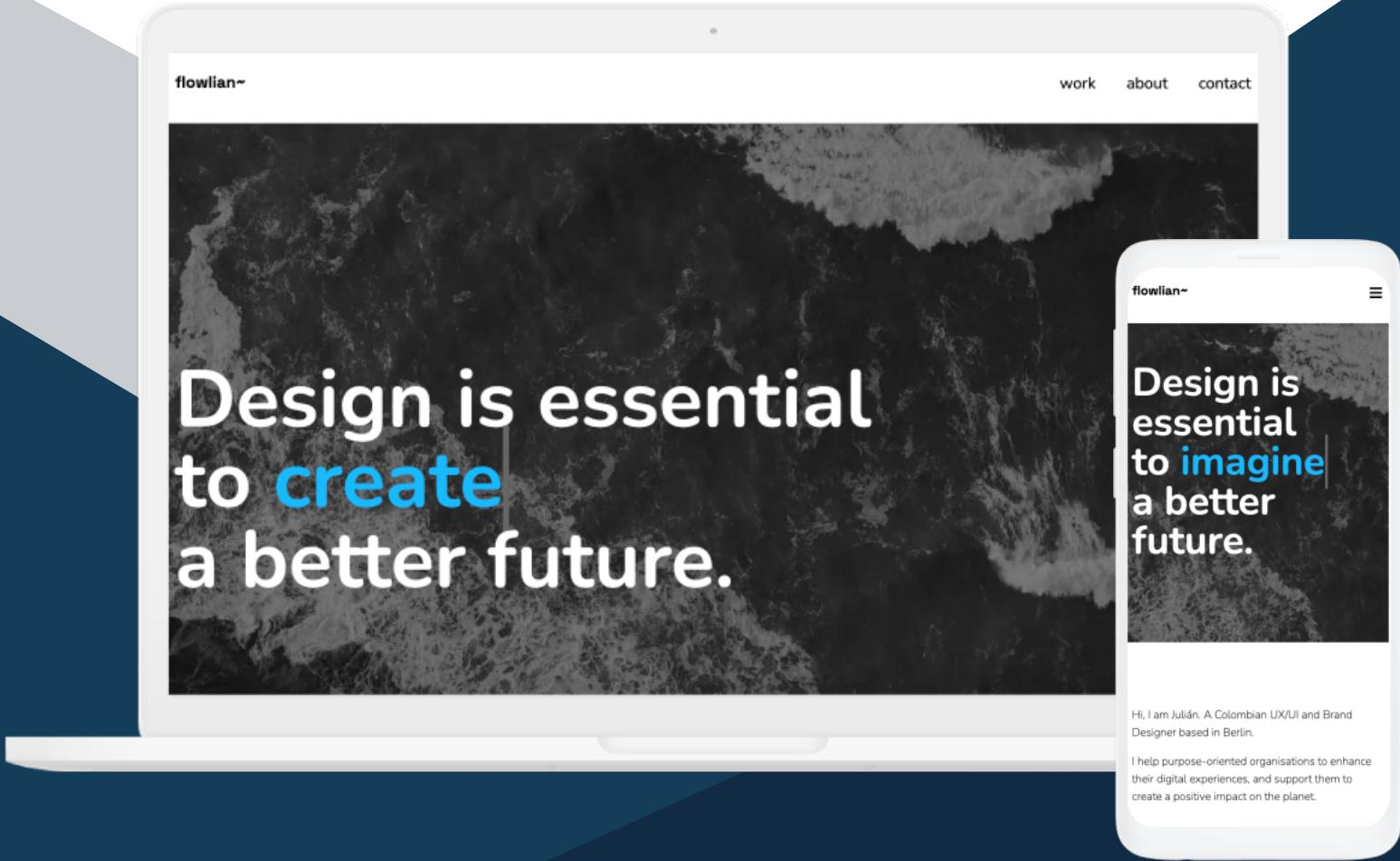
This exhibition presents the work of Nobel Prize Laureates, and their world-changing ideas. For this project, I created user interfaces for several multitouch screens, wireframes, storyboards, infographics, prototypes, user journeys and brand guidelines.

Client **Nobel Museum Stockholm** . Year **2018** . Location **Dubai** . Role **UI, Brand** . Software **InDesign, Illustrator, Photoshop, Sketch**









# Portfolio Website Design & Frontend

Currently I am creating my portfolio website in code from scratch. The motivation to do this, is to improve my team workflow with software engineers and to showcase my work for a stronger online presence.

Personal Project at [CareerFoundry](#) . Year 2021 . Location **Berlin, Germany** . Role **UX/UI, Frontend** . Software **Figma, HTML, CSS, JS**

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work about contact

## Design is essential to envision a better future.

Hola | Hello | Hallo

I am Julián, A Colombian UX/UI and Brand Designer based in Berlin.

I help purpose-oriented organisations to enhance their digital experiences, and support them to create a positive impact on the planet.

Curious about how?

[Meet me](#) | [See my work](#)

Connecting Elements – The Nobel Prize in Chemistry  
UI Design - Museum Graphics  
Connecting Elements is a museum exhibition that displays the work of Nobel Laureates in Chemistry.

Verimi – Your digital ID. Safe and easy to use everywhere  
UX/UI - Brand Design  
Verimi develops solutions for the digital identity management of tomorrow.  
[view project →](#)

limón – Unique handmade ceramics with a story  
Brand - Design Strategy  
limón is a brand that collects urban stories and turns them into handmade ceramics.  
[view project →](#)

Golden Boulder – Lift your climbing experience with AR  
UX/UI  
Golden Boulder enables climbers to discover hidden features from routes in outdoor and indoor locations.  
[view project →](#)

flowian.com  
UX/UI Brand - Strategy  
Berlin - Friedrichshain Germany  
[@flowian](#) [flowian.com](#) [Julian-Meier 2019](#)  
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work about contact

## My journey

With a focus on UX/UI, Brand, and Design Strategy, I collaborate with tech startups, independent brands, and social organisations, who are on a path to build a positive impact on the planet.

After finishing my Bachelor in Communication Design, curiosity led me to Weimar in Germany, where I studied a Master in Media Art and Design at the Bauhaus University. Shortly after, I moved to Berlin, and this is the place that I call now HOME.

Currently, I work as a UX/UI Designer at Verimi, and as a Design Tutor at CareerFoundry. Additionally I am open to supporting meaningful projects, where I can use my creative power for a bigger purpose.

Once the work is done, you can usually find me climbing walls, road cycling, learning about frontend development or experimenting with plant-based recipes.

I am happy to connect and exchange ideas!

[See resume](#)

Go to website

See case study

flowian~

Connecting Elements – The Nobel Prize in Chemistry

Connecting Elements is a museum exhibition that displays the work of Nobel Laureates in Chemistry. Through interactive themes, visitors learn how elements and molecules play a role in creating the world around us, and how chemical reactions can help to consciously shape the future in our planet.

See more at [ATELIER BRÜCKNER →](#)

Year  
2018

Location  
Dubai

My role  
UI Design - Museum Graphics

ATELIER BRÜCKNER

# Thanks for watching

If you would like to know more about  
myself or my work, please contact me at

juliand182@gmail.com

+49 176 314 70 193

